Freedom Convoy Communications Plan

Key Messages

In case of disorder or violence:

- If you see someone attempting to shift the true meaning of this protest to one of criminal opportunism, let us know. We need to look out for each other.

- With large demonstrations, there are concerns with persons/small group infiltrating the event and creating an unsafe place for peaceful participants, by instigating violence.

- If you see something suspicious, say something.

Event Contacts

Insp. Russ Lucas, [redacted](will be located in NRCC)
Insp. Michel Marin, [redacted](will be mobile on the ground)
S/Sgt. Kevin Kennedy, [redacted]
S/Sgt. Pete McKenna, [redacted]
Cst. Louis Carvalho, [redacted]

Designated Spokespeople

A/DC Trish Ferguson
Robin Millbank [redacted]

Staffing Plan

Friday, January 28
7 am to 9 pm (social media support available as late as needed)
MRO Singh and Carol Macpherson (covering 7am-3pm); Carole (10am-6pm+); and MRO Amy 1pm-9pm.
Tasks: Social media scanning, monitoring and administration; media inquiries responses

Saturday, January 29

- Julie Kavanagh to work from the Command Centre at Greenbank to do social media scanning, monitoring and administration; coordinate messaging with partners as needed.
- Carole Lavigne, Paramjit Singh and Carol Macpherson to work from the Media Relations office responding to media inquiries.
- Maeg McGaraughty will work social media from home.

Sunday, January 30

- Julie Kavanagh to work from the Command Centre at Greenbank to do social media scanning, monitoring and administration; coordinate messaging with partners as needed.
- Carole Lavigne, Paramjit Singh and Carol Macpherson to work from the Media Relations office responding to media inquiries.

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- Maeg McGaraughty will work social media from home.

Other info:

- ZOOM/Skype/Teleconference with 50 (media) participants options available should we need to proceed with a ZOOM (media) conference – via the Media Relations account).
- Pat Hayes Boardroom can also be used for one-on-one, as needed.
- MRO will NOT provide an arrest total to inquiring media
- Reminder that OPS does NOT provide crowd estimates.

** This staffing plan is subject change based on operational needs.*

Comms deliverables & responsibilities

- Key messages to the public, internal messages and pre-event social media and media, media availability, media scrums/briefings, BIA letter, webpage on ottawapolice.ca, wiki page for internal comms for members, issues management and coordination, joint comms planning with policing and municipal partners, PSB and Council email updates, sentiment analysis and analytics, graphics, video, photography, maps (electronic and hard copy)

Message to the Public

- The number one priority for police is public safety for everyone. All appropriate measures are in place to ensure that public safety is maintained in Ottawa.

- The Ottawa Police is continually assessing public safety dynamics and also asks the public to be vigilant and report any suspicious activity by calling 613-236-1222. Call 9-1-1 with life threatening matters.

Typically, Ottawa Police security focus as it relates to threats is three-fold:

1. Crowd safety;
2. Global threat environment;
3. Regular crime and disorder in downtown core.

Our focus will be…

1. Public safety; and
2. Minimize disruption to the residents and visitors of Ottawa.

Main OPS Communication Channels

1. Twitter: @OttawaPolice
2. Facebook: facebook.com/OttawaPoliceService (feed and stories)
3. Instagram: instagram.com/ottawapolice (feed, stories, reels)
4. TikTok
5. News Releases issued by ottawapolice.ca
6. Event webpage on ottawapolice.ca
7. Internal wiki page holding info for OPS members

Partners:

OPP: Tylor Copeland [redacted] (Friday and Saturday) Bill Dickson, available if required **RCMP:** Stéphanie Dumoulin: [redacted] Stephanie.dumoulin@rcmp-grc.gc.ca NatDiv_Media_Divnat@rcmp-grc.gc.ca Media office number is [redacted] (media only) Follow @Nat_Div_RCMP & @Div_nat_GRC **PPS-SPP:** Media/Médias Media@pps-spp.parl.gc.ca [redacted] (Saturday) Simon Lalande [redacted] (Sunday) **Sûreté du Québec** Marc Tessier [redacted] (Saturday and Sunday) **Gatineau Police:** Cynthia Lauzon Cell: [redacted] lauzon.cynthia@gatineau.ca	Mariane Leduc Cell: [redacted] leduc.mariane@gatineau.ca Follow @PoliceGatineau **City of Ottawa:** medias@ottawa.ca [redacted] Follow @ottawacity @Ottawaville **Ottawa By-law:** Follow @OttawaBylaw @RegMunicip_OTT **Ottawa Public Health**: Follow @OttawaHealth @OttawaSante **Ottawa Traffic Management**: Bruno Lepage [redacted], [redacted] extension 13514 Follow @Ottawa_Traffic @Ottawa_circule **Bylaw** Michael Lalonde [redacted]

Translation

1. Richard Gagnon
2. Shauna Deamond

Ongoing daily/hourly tasks:

- Coordinate with City comms
- Coordinate with policing partner comms
- Attend operational planning meetings
- Social media monitoring, presence and ongoing development

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Action Items

Status	Action	Supporting Products	Responsible
Wednesday, January 26			
Ongoing	Comms plan	Key messages, contact info, etc	Julie
Complete	Update the PSB & Council	DC Ferguson email Virtual media briefing	All
Complete	Update the public	News Release Social media Web page Web slider	All
Complete	Update OPS members	Wiki page created Internal email	Peg, Julie
Complete	Reminders to the public	Social media (scheduled)	Maeg
Thursday, January 27			
Complete	Update BIAs and provide a point of contact	Email Note on web	Peg, Julie, John
Complete	Media preparation with A/DC Trish Ferguson		Julie, Carole
Complete	Update OPS members	Internal email (not sent) Updated wiki page	Julie, Peggy
Complete	Prep for Friday's media availability	Media advisory Logistics	Carole, Carole, Julie
Complete	Draft DC's speaking notes	Speaking notes	Peggy, John
Complete	Draft Chief Sloly's speaking notes	Speaking notes	Peggy, John
	Update the public	Update web event page	Peg
Friday, January 28			

Ongoing	OPS to respond to incoming media inquiries	Q&A Key Messages	Media
Ongoing	Intensive media and social media monitoring, including detect-and-correct		Julie, Maeg
Complete	Inform PSB, Councillors and SLT	Email from John with draft notes	John, Julie
	Translation of DC speaking notes		
	Translation of Chief's speaking notes		
	Inform OPS members	Media availability posted to intranet Internal message from OOC	Julie
	Inform the public	Tweet from Media account re: availability Social media twitter chain pulled from speaking notes	Carol, Maeg
	Inform policing partners	Draft speaking notes to Stephanie to distribute to the group	Julie
11 am	Media availability, hosted by the City of Ottawa	Q&A Key Messages Remarks	All
	Share video of media availability	Highlight video for social media and web	Bryan
Saturday, January 29			
Ongoing	Intensive media and social media monitoring, including detect-and-correct		Julie, Maeg
Ongoing	OPS to respond to incoming media inquiries	Q&A Key Messages	Media
	Update the Board (emails provided by Hannah Logan below)	Email	Julie, John
Sunday, January 30			

Ongoing	Intensive media and social media monitoring, including detect-and-correct		Julie, Maeg
Ongoing	OPS to respond to incoming media inquiries	Q&A Key Messages	Media
	Update the Board (emails provided by Hannah Logan below)	Email	Julie, John
Monday, January 31			
Ongoing	Intensive media and social media monitoring, including detect-and-correct		Julie, Maeg
Ongoing	OPS to respond to incoming media inquiries	Q&A Key Messages	Media
	Update the Board (emails provided by Hannah Logan below)	Email	Julie, John

Emails to update PSB directly on Saturday and Sunday

[redacted]@[redacted].[redacted]
nlpclaw@gmail.com
[redacted]@[redacted].[redacted]
Diane.Deans@ottawa.ca
Rawlson.King@ottawa.ca
CarolAnne.Meehan1@ottawa.ca
[redacted]@[redacted].[redacted]
sandy@andrex.ca

OPS social media posts

Hashtags to follow (and use if necessary): #TruckersConvoy2022 #FreedomConvoy2022

Hashtags to use: #ottawa #ottnews #ottnouvelle #otttraffic #ottcircule

Traffic Related

Weekend Traffic Update: Expect major disruptions to traffic throughout Ottawa and especially in the downtown core. If you have appointments, children in activities, are expecting food deliveries, please be prepared to adjust your plans. #ottawa #otttraffic

Do not travel if you can avoid it this weekend in Ottawa, plan accordingly and expect delays.

We are working with our City and Policing partners to minimize disruptions but expect significant traffic delays and disruptions. #ottawa #otttraffic

Mise à jour circulation pour la fin de semaine: d'importantes perturbations de la circulation sont anticipées à travers Ottawa et surtout au centre-ville. Si vous avez des rendez-vous, des activités des enfants, prévoyez une livraison d'aliments, merci de vous parer à ajuster vos plans. #ottawa #ottcircule

Évitez si possible les déplacements cette fin de semaine à Ottawa, planifiez en conséquence et attendez-vous à des retards et embouteillages.

Nous collaborons avec nos partenaires municipaux et policiers afin de minimiser les perturbations de la circulation, mais de considérables retards et embouteillages sont à prévoir.

Threats and peaceful protest…..

Police and our partners are focused on providing a safe environment for the community and demonstrators. We are aware of inappropriate and threatening language on social media related to this event.

We welcome peaceful demonstrations. That said, public safety is paramount – there will be consequences for persons engaging in criminal conduct, violence and/or activities promoting hate. #ottawa

@OttawaPolice and our policing and municipal partners are doing everything we possibly can to keep emergency lanes open and access to hospitals/health care facilities intact. Emergency access is our priority in terms of traffic management. #ottawa #otttraffic

Demonstrators: Be aware of your rights and responsibilities. #ottawa [link]

Do not call 911 for questions about weekend demonstrations. These lines are for life-threatening emergencies and crimes in progress. See the latest available information @OttawaPolice and traffic related matters @Ottawa_Traffic

[APG]

Last updated January 28, 2022

La police et ses partenaires s'affairent à ce que la collectivité et les manifestants puissent disposer d'un environnement sûr. Nous sommes au courant des propos déplacés et menaçants tenus dans les médias sociaux en lien avec cette manifestation.

Nous faisons bon accueil aux manifestations pacifiques. Cela dit, la sûreté publique est primordiale – il y aura des conséquences pour les personnes s'adonnant à des actes criminels, à la violence et à des activités encourageant la haine. #ottawa

@OttawaPolice et ses partenaires policiers et municipaux font tout le possible afin de garder ouvertes les voies d'urgence et de maintenir l'accès aux hôpitaux et autres établissements de santé. L'accès d'urgence est notre grande priorité en matière de gestion de la circulation. #ottawa #ottcircule

Manifestants: soyez conscients de vos droits et responsabilités. #ottawa [lien]

N'appelez pas le 9-1-1 pour poser des questions sur les manifestations de la fin de semaine. Ces lignes sont réservées aux urgences mettant la vie en danger et aux crimes en cours. Voir les plus récentes infos @OttawaPolice et quant à la circulation @Ottawa_Circule

GENERIC

Our social media accounts are not monitored 24/7 and should not be used for immediate assistance. ottawapolice.ca/contact

Nous ne surveillons pas nos comptes 24/7; ces comptes ne doivent pas être utilisés pour obtenir une aide immédiate. ottawapolice.ca/contactez

More tweets being issued real-time with approved PSA messaging.

IN THE EVENT OF MARCHES/DEMONSTRATIONS

We respect the rights of our communities to speak out. Our role as a police service is to provide a safe space for people to grieve and be heard. Read more: LINK to news release if necessary.

Nous respectons les droits de nos résidents et membres de la collectivité de s'exprimer. Notre rôle est d'offrir un espace sûr pour permettre aux gens de faire leur deuil et d'être entendus. Plus d'infos : LINK to news release if necessary

We encourage demonstrators to focus on delivering their message in a way that is safe for everyone.
Nous encourageons les manifestants à livrer leur message d'une manière sécuritaire pour tout le monde.

We are asking people to remain calm and remain peaceful.
Nous prions les gens de rester calmes et de demeurer paisibles.